Digital Media and Environmental Awareness

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Digital media

Digital media is content in machine readable format that is created a stored and distributed using electronic device and digital platforms- internet, computers, and smartphones.

It includes avoid range of content digital media is any communication media that operates in conjunction with various encoded machine- readable data formats. Digital media platform- YouTube, kick and Twitch, accounted for viewership rates of 27.9 billion hours in 2020.[1]

Examples of digital media

1. Websites and blogs
2. social media platforms(Face book, X, Instagram)
3. Mobile and video games
4. Videos and animation
5. Mobile applications
6. Pad costs
7. E-books and digital publications

How digital media is used

1) Businesses use digital media for marketing E-Commerce and customer engagement, allowing for precise tracking of ad effectiveness and targeted advertising.

2) Digital media provides a vast source of entertainment through streaming services, online games and social media.

3) People use it to access news learn and communicate with others globally

4) Digital media is used in educational apps, online courses and digital learning tools. Used digital media and educate students.

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[1] https://en.wikipedia.org
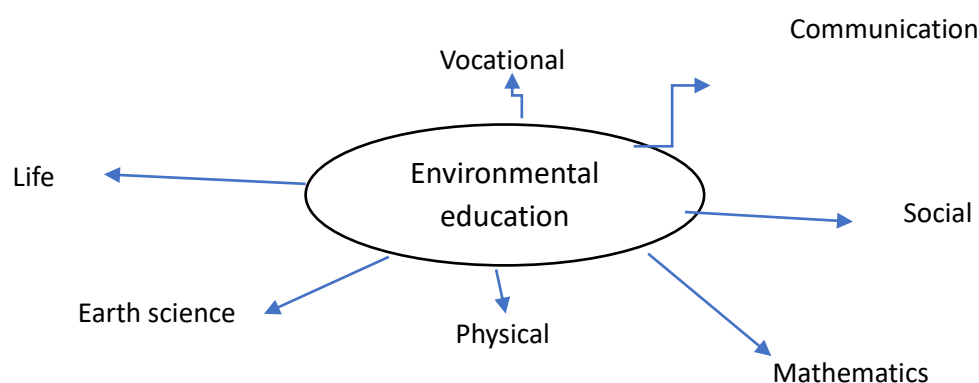
5) Healthcare Use Digital media for applications
    (a) Ultrasound imaging
    (b) Data management

Environment

Environment includes components such as air, water, soil, land, forest, wildlife, flora, fauna, etc. This environment operates through a self-regulating mechanism.

Environment is never static; the changes may sometimes be negligible, whereas at other times, they may be drastic. These changes may be either beneficial or harmful to the living organisms in the environment.

Environmental Awareness

Environmental awareness is an understanding of the natural environment and how human activities impact it, which motivates people to act in ways that are beneficial to the planet.

Acts of Environment in India

1. **Environment Protection Act, 1986** — The main concern of this environmental laws is to give protection and prohibition of activities affecting the environment.

2. **Air Pollution Act, 1981** — Air pollution can be defined as the presence of any solid, liquid, or gaseous substances including noise in the atmosphere in such concentration as may be harmful to human beings or other living being, plant, property or environment.

3. **Forest Conservation Act 1980** — The Forest Conservation Act 1980 is amended from time to time-check the indiscriminate diversion of forest land for non-forest purposes.

4. National Green Revolution.

Academic Institutions for Environment Awareness

(1). Occasion of special Environment days — Earth day

(2). Vocation program on Natural resources.

(3). Ashoka Trust for Research in Ecology and the Environmental (ATREE) on NGO Centres of Excellence.

(4) Centre of Excellence — This scheme was started in 1983 to strengthen awareness, research and training in priority areas of environmental science and management. So far the following NINE Centers of Excellence have been established by the Ministry for providing financial assistance.

➢ Centre for Environment Education Nehru Foundation for Development, Thaltej Tekra, Ahmedabad (Gujarat).

➢ C.P.R. Environmental Education Centre, Chennai (Tamil Nadu).

➢ Center for Mining Environment, Indian School of Mines, Dhanbad, 826004 (Jharkhand).

➢ Centre for Ecological Science, Indian Institute of Science, Bengaluru – 560012 (Karnataka).

➢ Salim Ali Centre for Ornithology and Natural History (SACON), Coimbatore

➢ Centre for Environmental Management of Degraded Eco-systems University of Delhi, New Delhi

➢ Tropical Botanical Garden and Research Institute, Thiruvanathapuram

➢ Madras School of Economics, Chennai

➢ Foundation for Revitalization of Local Health Traditions, Bangalore

Digital Media and Environment Awareness

Digital media significantly boosts environmental awareness by sharing information, educating the public, and mobilizing action through platforms such as social media, blogs, and educational games. Digital media acts as a bridge between experts and the public.

Digital media increases environmental awareness

1. Social media, online news portals, and blogs are effective at spreading information about environmental issues to a wide audience.
2. Digital media is used to organize offline actions through petitions, crowdfunding, and event organizing, fostering community participation.
3. Exposure to environmental content can lead individuals to adopt more sustainable practices in their daily lives, such as reducing plastic use or making more eco-conscious purchasing decisions.
4. Activists and influencers use digital tools to reach a large audience and digital compaigns can create a rapid visibility effect for environment concerns.

Challenges and Limitations

(1) The spread of inaccurate information is a major challenge, leading to public confusion and doubt about environmental issues.

(2) A phenomenon where online engagement like "liking or sharing" replaces meaningful real-world action, leading to a false sense of accomplishment and potentially less commitment to traditional activism.

(3) Algorithms can personalize feeds, creating information overload that decreases attention spans and makes it difficult to process complex issues deeply.

(4) The speed at which information is shared can also lead to the spread of inaccurate or biased content, making it crucial for users to evaluate sources critically.

Positive impact of digital media upon environment

(1) The infrastructure supporting digital media, such as data centers and video streaming, has a substantial carbon footprint.

(2) Develop engaging content tailored to specific platforms and goals, whether it is to educate, guide action, or spark   conversation.

Example: How communities are reviving forest in Western Ghats — Satara(Maharashtra), Santosh Kadam, Neechal, developed plantation and Environment [2]

(3) Ensure the content we share is accurate and comes from reliable sources.

Example: Satellite data for 2015–2023 shows India's five megacities — Delhi-NCR, Mumbai, Chennai, Bengaluru, Kolkata — are subsiding by over **5 cm** a year in some areas. Researchers warn that without stricter groundwater control and urban planning, thousands of buildings could face serious structural damage.[3]

(4) Use calls to action, questions, and relevant hashtags to encourage interaction.

(5) Governments, NGOs and influencers can work together to amplify credible environmental messages.

10 Ways to Promote Environmental Awareness Through Digital Media

(1) Community clean-up efforts are an excellent way to raise awareness while improving the local environment.
Like — clean up parks or beaches; involve schools, businesses and local authorities for broader participation.

(2) Social media is a powerful tool for promoting environmental causes and reaching a wider audience.
Like —

> ➤ share facts, tips and stories that inspire change.
> ➤ Create engaging content.

(3) Workshops on sustainable living teach practical ways to reduce environmental impact.
Like — recycling, energy conservation and zero-waste living.

(4) Encourage tree-planting initiatives.

(5) Hosting educational seminars with experts can raise environmental awareness on critical issues.

(6) Supporting eco-friendly products can help raise awareness while encouraging sustainable shopping habits.

(7) Schools are ideal places to start promoting environmental awareness. Engage students through ecological projects, clubs and competitions, young minds create life-long awareness Of environment, eco-conscious, individual, School curriculums can make a significant impact. Students can spread awareness to their families and communities.

(8) Hosting environmental challenges can inspire individuals and businesses to adopt eco-friendly practices. Set clear goals for participants, and track their progress. Reward successful challengers with eco-friendly prizes or recognition. This approach spreads awareness and encourages long-term behavior changes.

(9) Art and music can convey powerful messages about the environment. Invite local artists or musicians to create works focused on environmental themes. This can include concerts, gallery shows, or public murals, Creativity helps connect people to environmental issues in unique ways.

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[2] https://youtube/s_zn7YKVEng?si=Awnwv6VYgsNnPn8AD
[3] Rajesh Sharma & Jairaj Singh, *The Times of India*, Ranchi, 13/11/2025, Page No: 8

(10) Car-free days encourage people to reduce their carbon footprint by choosing alternative transportation options. These events raise awareness about air pollution and sustainable travel. Promote walking, cycling, or using public transport for the day.

Digital Media & Environmental Awareness are interdependent of society. Raising environmental awareness is crucial for the planet's survival and a sustainable future for all. We can protect the environment and inspire future generations to follow in our footsteps.

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